

What is claimed is:

1. A purchase method with price negotiation for facilitating a real-time purchase transaction in a system providing a user with real-time price inquiry and price negotiation to facilitate a purchase transaction through a computer program and a database, said method comprising the steps of:

selecting a product to buy;

choosing a price negotiation mode;

initiating the price negotiation; and

deciding to reach or to abandon a deal after the price negotiation is completed.

2. The purchase method with price negotiation of claim 1, wherein the purchase method is carried out in an Internet on-line transaction platform, a single machine, an open system or a closed system.

3. The purchase method with price negotiation of claim 1, wherein the step of choosing a price negotiation mode is conducted based on a user selection or a suggested price directly provided by a computer.

4. The purchase method with price negotiation of claim 1, the price negotiation mode being a mode of negotiating a price based on a quantity, wherein various discount prices are offered depending on a purchase quantity of a certain product, the price negotiation mode comprising the steps of:

entering a quantity of a product to buy;

searching for a discount price based on the quantity;

returning a product price from the database;

determining whether or not the product price is acceptable; and

reaching a deal if the product price is acceptable, or abandoning the deal and choosing another price negotiation mode if the product price is not acceptable.

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5. The purchase method with price negotiation of claim 1, the price negotiation mode being a mode of negotiating a price based on a bundle recommendation, wherein another product is recommended when selecting a certain product and a discount price is offered if both products are purchased,

10 the price negotiation mode comprising the steps of:

searching for a suitable bundle product item in the database;

reporting a product price from the database;

determining whether or not the product price is acceptable; and

reaching a deal if the product price is acceptable, or abandoning the deal

15 and choosing another price negotiation mode if the product price is not acceptable.

6. The purchase method with price negotiation of claim 1, the price negotiation mode being a mode of negotiating a price based on user credit, wherein a credit level is given to a user according to total transaction times and an accumulated transaction amount and various discount prices are offered depending on the credit level, the price negotiation mode comprising the steps of:

entering user data;

25 searching for a product price based on the credit level;

reporting the product price from the database;

determining whether or not the product price is acceptable; and  
reaching a deal if the product price is acceptable, or abandoning the deal  
and choosing another price negotiation mode if the product price is not  
acceptable.

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7. The purchase method with price negotiation of claim 1, the price  
negotiation mode being a mode of negotiating a price based on an immediately  
quoted purchase price, wherein a user quotes a given number of different  
purchase prices for a product and the product is sold at a quoted purchase price  
10 closest to but not lower than a reserve price set for the product, the price  
negotiation mode comprising the steps of:

entering a quoted purchase price;

determining whether or not the quoted purchase price is higher than the  
reserve price, and allowing a user to quote the given number of different  
15 purchase prices;

returning to the step of entering a quoted purchase price if the quoted  
purchase price is lower than the reserve price;

determining whether or not the quoted purchase price is acceptable if the  
quoted purchase price is higher than the reserve price; and

20 reaching a deal if the quoted purchase price is acceptable, or abandoning  
purchase of the product if the quoted purchase price is not acceptable.

8. The purchase method with price negotiation of claim 1, wherein, in the  
step of deciding to reach or to abandon a deal after the price negotiation is  
25 complete, if deciding to reach a deal, the product is added to a shopping cart  
and a price record of the price negotiation is collected and saved in the database

for use as an immediate price for next purchase.

9. The purchase method with price negotiation of claim 1, wherein, in the step of deciding to reach or to abandon a deal after the price negotiation is complete, if deciding to abandon a deal, then a price record of the price negotiation is collected and saved in the database so that the price will be offered to a user in the future when the price is met or a price negotiation will be made directly with a supplier based on the price record of the price negotiation.

10. The purchase method with price negotiation of claim 1, further comprising accumulating price negotiation points prior to selecting a product to buy.

11. The purchase method with price negotiation of claim 10, wherein the price negotiation points are accumulated on the basis of an accumulated transaction amount of on-line purchases and may be gained by purchasing a product or by participating in a special event.

12. The purchase method with price negotiation of claim 1, wherein, in the step of choosing a price negotiation mode, predetermined points are deducted for each price negotiation of a product, and the method returns to the step of accumulating price negotiation points if the points are insufficient.